

DEAN D. EFSTATHIOU, Acting Director

COUNTY OF LOS ANGELES

DEPARTMENT OF PUBLIC WORKS

"To Enrich Lives Through Effective and Caring Service"

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IN REPLY PLEASE

REFER TO FILE: PD-5

September 2, 2008

The Honorable Board of Supervisors County of Los Angeles 383 Kenneth Hahn Hall of Administration 500 West Temple Street Los Angeles, CA 90012

Dear Supervisors:

LENNOX, ET AL., TRANSIT NEEDS STUDY AWARD CONSULTANT SERVICES AGREEMENT (SUPERVISORIAL DISTRICTS 1 AND 2) (3 VOTES)

SUBJECT

This action is to award and authorize the Acting Director of Public Works or his designee to enter into an agreement with Diversified Transportation Solutions to perform the Lennox, et al., Transit Needs Study in the unincorporated County of Los Angeles areas of the Second Supervisorial District and the Florence-Firestone and Walnut Park areas of the First Supervisorial District.

IT IS RECOMMENDED THAT YOUR BOARD:

- 1. Find that this Transit Needs Study is statutorily exempt from the provisions of the California Environmental Quality Act.
- 2. Award and authorize the Acting Director of Public Works or his designee to enter into an agreement with Diversified Transportation Solutions to perform the Lennox, et al., Transit Needs Study, including negotiating and executing any amendments necessary to complete the study, for a not-to-exceed fee of \$170,000, plus an additional 25 percent for any required additional work that is within the scope of this agreement. The necessary funds are available in the First and Second Supervisorial Districts' Proposition A Local Return Transit Programs included in the Fiscal Year 2008-09 Transit Enterprise Fund Budget.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

The purpose of the recommended action is to authorize the Acting Director of Public Works or his designee to enter into an agreement with Diversified Transportation Solutions to perform the Lennox, et al., Transit Needs Study (Study). The Study will evaluate the transit needs of the communities and recommend route or service changes to existing transit services or recommend new transit services altogether.

Implementation of Strategic Plan Goals

The Countywide Strategic Plan directs the provision of Service Excellence (Goal 1) and Community Services (Goal 6). The Study will identify unmet transit needs and recommend improvements to existing transit services for residents of unincorporated County of Los Angeles (County) areas living in the Second Supervisorial District and a portion of the First Supervisorial District, thus improving the quality of life in the County of Los Angeles.

FISCAL IMPACT/FINANCING

There will be no impact to the County General Fund.

The fee to perform the Study is not-to-exceed \$170,000, plus an additional 25 percent for any required additional work that is within the scope of this agreement. Of the \$170,000, \$144,500 is the Second Supervisorial District's share and \$25,500 is the First Supervisorial District's share. This cost distribution is based on population of the areas included in the Study. The necessary funds are available in the First and Second Supervisorial Districts' Proposition A Local Return Transit Programs included in the Fiscal Year 2008-09 Transit Enterprise Fund Budget.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

Diversified Transportation Solutions shall conduct the Study in accordance with the attached Lennox, et al., Transit Needs Study Summary of Project Approach for the unincorporated communities of Alondra Park, Athens, Baldwin Hills, Del Aire, East Rancho Dominguez (East Compton), El Camino Village, Florence-Firestone, Ladera Heights, Lennox, Rancho Dominguez, View Park, Walnut Park, West Carson, West Compton, Westmont, West Rancho Dominguez, Willowbrook, Windsor Hills, and Wiseburn to identify unmet transit needs, gaps, and deficiencies in the existing transit network. Public outreach will include planning sessions with local stakeholders, community surveys, and community/focus group meetings. The Study results may recommend new community transit services, enhancements to existing public transit services, or may conclude that the existing public transit services are adequate.

The agreement will include provisions requiring the contractor to comply with the terms and conditions supporting your Board's ordinances, policies, and programs, including but not limited to: County's Greater Avenues for Independence (GAIN) and General Relief Opportunities for Work (GROW) Programs, Board Policy No. 5.050; Contract Language to Assist in Placement of Displaced County Workers, Board Policy No. 5.110; Reporting of Improper Solicitations, Board Policy No. 5.060; Notice to Contract Employees of Newborn Abandonment Law (Safely Surrendered Baby Law), Board Policy No. 5.135; Contractor Employee Jury Service Program, Los Angeles County Code, Chapter 2.203; Notice to Employees Regarding the Federal Earned Income Credit (Federal Income Tax Law, Internal Revenue Service Notice 1015); Contractor Responsibility and Debarment, Los Angeles County Code, Chapter 2.202; the Los Angeles County's Child Support Compliance Program, Los Angeles County Code, Chapter 2.200; and the standard Board-directed clauses that provide for contract termination or renegotiation.

The agreement will include provisions requiring the contractor to report solicitations of improper consideration by County employees and allowing the County to terminate the contract if it is found that the contractor offered or gave improper consideration to County employees.

A standard consultant services agreement, previously approved as to form by County Counsel, will be used. The standard Board-directed clauses that provide for contract termination, renegotiation, and hiring qualified displaced County employees will be included.

ENVIRONMENTAL DOCUMENTATION

Execution of the agreement is statutorily exempt from the provisions of the California Environmental Quality Act Guidelines pursuant to Section 15262 of the Guidelines and Section 307.B.(7) of the Environmental Reporting Procedures and Guidelines adopted by your Board on November 17, 1987. This exemption provides for feasibility or planning studies for possible future actions which have not been approved, adopted, or funded.

CONTRACTING PROCESS

On January 17, 2008, the Department of Public Works (Public Works) issued a Request for Proposals (RFP) to 37 contractors to conduct this Study. Diversified Transportation Solutions was the sole respondent to the RFP. An evaluation committee, comprised of staff from Public Works, evaluated the proposal and determined that Diversified Transportation Solutions is qualified to provide the required services. The committee's evaluation was based on the consultant's technical expertise, qualifications, experience, and work plan. The evaluation was completed without regard to race, creed, color, or gender.

As requested by your Board on February 3, 1998, this contract opportunity was listed on the County's Doing Business with Us website http://lacounty.info/doing_business/main_db.htm.

Participation by Community Business Enterprises (CBE) in the project is encouraged through Public Works' CBE Outreach Program and the requirement that consultants demonstrate their good faith efforts to utilize CBEs. Diversified Transportation Solutions is aware of Public Works' CBE Outreach Program, and its proposed CBE participation is on file with Public Works.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

The Study will evaluate the existing transit services and recommend improvements and/or enhancements to ensure that the unmet transit needs of the communities are being met.

CONCLUSION

Please return two adopted copies of this letter to Public Works, Programs Development Division.

Respectfully submitted,

DEÁN D. EFSŤĂTHIOU

Acting Director of Public Works

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Attachment

c: Chief Executive Office County Counsel

Lennox Et Al., Transit Needs Study Summary of Project Approach

Task 1 - Kickoff Meeting

Within five days of receiving the Notice to Proceed, the Diversified Transportation Solutions project team will schedule a project kick-off meeting with Public Works staff to clarify project objectives and establish project management systems. During the kick-off meeting, the project team and Public Works staff will discuss the following:

- Goals and expectations for the project
- Review the Work Plan
- Identify key contact persons
- Progress reporting procedures
- Discuss and finalize survey sampling methodologies
- Approach for community outreach and focus groups
- Discussion of qualitative and quantitative objectives
- Finalize project timelines, deliverables and due dates

Within five days after the kick-off meeting, the project team manager will send a letter to the Public Works Project Administrator summarizing the conclusions of the kick-off meeting, including a revised work plan, the community outreach approach, proposed sampling methodologies, timeline and due dates.

Task 2 - Review of Relevant Reports, Studies and Existing Services

The project team will identify all transit operators that provide service in and adjacent to each study area. The project team will then review previously completed transit studies, reports and needs assessment analyses conducted in the study areas over the past ten years. It should be noted that members of the Diversified Transportation Solutions project team have authored many of these studies and bring comprehensive, relevant knowledge of transit plans to the project.

The project team will also gather and review available transit needs assessment studies from cities adjacent to each of the study areas. This includes Short Range Transit Plans that have been prepared by municipal operators that serve the project or adjacent area.

After the review of studies is completed the project team will work with Public Works staff to identify at least four demographically similar communities in California, to conduct a peer review of any available transit needs assessment studies or transit plans developed for those communities for use in Task 8. Actions or recommendations from these studies that could have applicability for the study area will be identified.

The Diversified Transportation Solutions project team will meet with local area transit operators and stakeholders to discuss existing and possible future transit service changes that would impact the study areas. These transit operators include LACMTA (particularly the South Bay, Gateway and West/Central Bus Service Sectors), LADOT (DASH), Gardena Municipal Bus Lines, Torrance Transit and Carson Circuit, Culver City Municipal Bus Lines, Beach Cities Transit, and Compton Renaissance Transit.

Task 3 - Identify Markets

The project team will review several factors that might identify the potential demand for new or modified transit services in the study areas. These factors include elements such as demographic data, major trip attractors, and existing transit usage. The project team will identify all local and adjacent transit providers in the study areas. Data will be gathered to profile each for use in evaluating existing transit needs.

With data derived from the above transit profiles, U.S. Census and the County, the project team will map several demographic variables for each study area with Global Information Systems (GIS) software and collect shapefile data on: all existing transit networks, local street networks, land uses, traffic conditions, major origins and destinations (if available), and census tract level data on: population density, employment density (if available), percent who take public transit to work, percent who drove alone to work, median income, age distributions, and percent below poverty level, etc. This information will be mapped along with the current local and regional transit systems operating within the study area.

Based on the above information, the project team will develop a trip generation matrix for each origin and destination based on trip rates from the Institute of Transportation Engineers of these selected trip attractors and activity centers in the study area to determine the potential volumes of daily and peak hour trips generated by these areas.

The project team will then review patterns of ridership on existing County-operated transit services to identify linkages between cities and unincorporated communities in the study area. Transit ridership for each route at the stop-level (if available) will be reviewed to identify and confirm major origins and destinations. The identification of these linkages will assist in developing a coordinated transit network within the study area.

Task 4 - Information Gathering Through Surveys

Godbe Research will conduct survey research to obtain information from transit users and potential users relative to the following questions:

- Are the communities' transit needs being met with current services?
- Are there unmet transit needs, what area they, and how would they best be met?

- Are there any services in the Study Area that need to be modified to better fit the needs of the unincorporated County residents?
- What route or service changes would make the existing transit better, more effective, and/or more efficient?

Godbe Research is recommending a mail/written survey approach for Task 4 to maximize the number of interviews with current and potential users in the same survey format. Given the need to analyze data from not only residents at the overall study area level but also by four areas of interest, the sampling plan will be designed to collect at least 1,000 completed surveys (n=1,000), or 250 surveys each in the four areas of interest. A sample of this size would have an overall sampling error of approximately three percent at the 95 percent confidence level. Within that overall sample and assuming 250 completed interviews in each of the four areas of interest, the sampling error would be approximately six percent to ten percent for each of the four areas.

Based on the diverse demographic and ethnic backgrounds in the Study Area, we recommend translating the survey into Spanish and potentially into at least two other languages to be determined during Task 3. The costs presented can be adjusted accordingly, if we determine from Task 3 that English and Spanish are the primary languages of residents in the areas of interest.

Task 5 - Transit Demand and Alternative Analysis

Based on the information collected in Tasks 2 through 4, the Diversified Transportation Solutions project team will develop a set of alternatives for each study area based on transit demand and agency capital/operating costs for any expanded or altered service. The project team will detail specific transit route recommendations for each study area designed to meet unmet travel demands identified through the project tasks. Recommendations may range from the implementation of new Public Works fixed-route services, modifications to existing Public Works fixed-route services, or modifications to regional/municipal transit services. Recommendations may also include modifications to County dial-a-ride service and eligibility requirements.

Each of the study area alternatives will be mapped in GIS by the project team and overlaid with the data variables from Task 3. Each alternative service map will identify potential transit demand for each study area. Recommended transit service changes will be included on these maps to illustrate the relationship between existing and proposed transit services and transit demand.

Task 6 - Present Draft Alternatives to Focus Groups

The Diversified Transportation Solutions project team will organize and host a series of four focus group meetings that bring community leaders, citizens, and other stakeholders into an informal setting to explore local issues, concerns, challenges, and priorities. This would build off the public survey work being done to understand community-wide issues. In fact, the goals of the focus group sessions would be to:

- Help to interpret survey responses during the survey research project.
- Offer insight into initial statistical findings, especially if unexpected outcomes occur.
- Help generate hypotheses that can be used in the survey questionnaires.
- Assist in program development and transit strategy recommendations.

The project team will work with Public Works staff to identify the key stakeholders to invite, and will host these events. This will include two daytime meetings with business and community leaders, as well as one early evening meeting and one Saturday meeting with study area residents. Each group will be approximately 90 minutes each and utilize interactive facilitation techniques to provoke interest and input from the focus groups.

Results of the focus groups may be used to refine survey questions and ultimately help tailor study recommendations.

Task 7 - Transit Fleet Environmental Justice

In Task 7, the Diversified Transportation Solutions project team will review and evaluate current and planned County-managed transit services in the study area for compliance with United States Department of Transportation Environmental Justice guidelines. The Diversified Transportation Solutions project team will review the allocation of transit resources of various economic levels between different unincorporated areas in the study area. If applicable, the team will recommend methods to ensure an equitable resource allocation.

Task 8 - Draft Final Report and Peer Review

The project team will work with the Peer Review Advisory Committee to identify demographically similar areas with similar existing transit service, preferably in California, that exist in like settings. Similar transit agencies in Southern California will be reviewed, followed by other operators in the state. The peer review will be used to further estimate the performance of transit alternatives developed in Task 5. Operational details of the services operated by peer properties will be provided to Public Works staff and the advisory committee. A list of at least five agencies will be identified.

Once the areas and transit services are identified, the project team will create profiles of each that detail its operational structure and gather data used for the National Transit Database (NTD) requirements such as: population, service area size, density, service consumption variables, services supplied, revenues, capital funding, operating expenses, fleet and facility information, and funding sources. The State Controller's

Annual Report of Transit Operators will also be utilized for key operational and capital characteristics.

If no NTD data exists the project team will contact each identified agency to conduct interviews with staff in an attempt to assess their services and planning process and to review all relevant planning documents. Our goal is to derive lessons learned and assess outcomes of the process.

The Diversified Transportation Solutions project team will prepare a draft Final Report for review by Public Works staff six months after receiving the Notice to Proceed. The draft final report will provide details of all activities undertaken in the Transit Needs Study, including a summary of task findings, transit agency contacts, the results of community surveys and focus groups, the potential demand for transit service in the study areas, and recommended transit service alternatives. The project team will make an oral presentation to Public Works regarding the findings and recommendations included in the draft Final Report. Five (5) bound copies of the draft Final Report and one (1) electronic copy of the draft Final Report will be submitted in Microsoft Word format, along with one (1) electronic copy of the draft Final Report on a read-only CD-ROM.

Task 9 - Final Report

Three months after the presentation of the draft Final Report in Task 8, the project team will prepare and submit the Final Report to Public Works. The Final Report will include all of the information included in the draft Final Report, as well as any modifications requested by Public Works staff based on their review of the draft Final Report. The project team will make an oral presentation to Public Works regarding the findings and recommendations included in the Final Report, if requested. Ten (10) bound copies of the draft Final Report and one (1) electronic copy of the draft Final Report will be submitted in Microsoft Word format, along with one (1) electronic copy of the draft Final Report on a read-only CD-ROM.



FIRM AND LOCATION

May 20, 2008

Diversified Transportation Solutions 15519 S. Lorella Avenue Gardena, CA 90248

PROJECT AND LOCATION

Los Angeles County Department of Public Works 900 S. Fremont Avenue Alhambra , CA 91803

Task	Description		Cost
1	Kickoff Meeting		2,885.00
	Review of Relevant Reports,		
2	Studies, and Existing Services	\$	4,950.00
3	Identify Markets	\$	16,730.00
	Information Gathering Through		
4	Surveys	\$	84,838.00
	Transit Demand and		
5	Alternatives Analysis	\$	24,525.00
	Present Draft Alternatives to		
6	Focus Groups	\$	3,715.00
	Transit Fleet Environmental		
7	Justice	\$	9,210.00
	Draft Final Report and Peer		
8	Review	\$	13,455.00
9	Final Report	\$	8,640.00
-			<u> </u>
	Net Total	\$	168,948.00



Task 1 Kickoff Meeting

FIRM AND LOCATION

Diversified Transportation Solutions 15519 S. Lorella Avenue Gardena, CA 90248

PROJECT AND LOCATION

Los Angeles County Department of Public Works 900 S. Fremont Avenue Alhambra, CA 91803

NAME	HOURS	RATE	TOTAL
R. Goldman	6	\$ 162.50	\$ 975.00
D. Kim	2	\$ 175.00	\$ 350.00
D. Pascua	6	\$ 175.00	\$ 1,050.00
N. Sharma	6	\$ 85.00	\$ 510.00
TOTAL LABOR	20		\$ 2,885.00

TOTAL TASK 1 PRICE (Labor)

\$ 2,885.00



Task 2 Review of Relevant Reports, Studies and Existing Services

FIRM AND LOCATION

May 20, 2008

Diversified Transportation Solutions 15519 S. Lorella Avenue Gardena, CA 90248

PROJECT AND LOCATION

Los Angeles County Department of Public Works 900 S. Fremont Avenue Alhambra, CA 91803

NAME	HOURS		RATE	TOTAL
R. Goldman	8	\$	162.50	\$ 1,300.00
D. Kim	4	\$	175.00	\$ 700.00
W. Whiteaker	8	\$	140.00	\$ 1,120.00
J. Bailey	12	\$	95.00	\$ 1,140.00
D. Pascua	2	\$	175.00	\$ 350.00
N. Sharma	4	\$	85.00	\$ 340.00
TOTAL LABOR	38			\$ 4,950.00

TOTAL TASK 2 PRICE (Labor)

\$ 4,950.00



Task 3 Identify Markets

FIRM AND LOCATION

Diversified Transportation Solutions 15519 S. Lorella Avenue Gardena, CA 90248

PROJECT AND LOCATION

Los Angeles County Department of Public Works 900 S. Fremont Avenue Alhambra, CA 91803

NAME	HOURS	RATE	TOTAL
R. Goldman	48	\$ 162.50	\$ 7,800.00
D. Kim	8	\$ 175.00	\$ 1,400.00
W. Whiteaker	8	\$ 140.00	\$ 1,120.00
J. Bailey	7	\$ 95.00	\$ 665.00
Senior GIS Analyst	5	\$ 125.00	\$ 625.00
GIS Analyst	20	\$ 80.00	\$ 1,600.00
R. McCourt	2	\$ 210.00	\$ 420.00
D. Pascua	8	\$ 175.00	\$ 1,400.00
N. Sharma	20	\$ 85.00	\$ 1,700.00
TOTAL LABOR	126		\$ 16,730.00

TOTAL TASK 3 PRICE (Labor)

\$ 16,730.00

DIVERSIFIED TRANSPORTATION SOLUTIONS

PROPOSAL COST ESTIMATE Lennox Et Al., Transit Needs Study Summary of Project Costs

Task 4 Information Gathering Through Surveys

FIRM AND LOCATION

May 20, 2008

Diversified Transportation Solutions 15519 S. Lorella Avenue Gardena, CA 90248

PROJECT AND LOCATION

Los Angeles County Department of Public Works 900 S. Fremont Avenue Alhambra, CA 91803

NAME	HOURS	RATE	TOTAL
D. Kim	1	\$ 175.00	\$ 175.00
J. Bailey	12	\$ 95.00	\$ 1,140.00
Godbe Research	N/A	N/A	\$ 83,523.00
TOTAL LABOR	13		\$ 84,838.00

TOTAL TASK 4 PRICE (Labor)

\$ 84,838.00

DIVERSIFIED TRANSPORTATION SOLUTIONS

PROPOSAL COST ESTIMATE Lennox Et Al., Transit Needs Study Summary of Project Costs

Task 5 Transit Demand and Alternative Analysis

FIRM AND LOCATION

Diversified Transportation Solutions 15519 S. Lorella Avenue Gardena, CA 90248

PROJECT AND LOCATION

Los Angeles County Department of Public Works 900 S. Fremont Avenue Alhambra, CA 91803

NAME	HOURS		RATE	TOTAL
R. Goldman	80	\$	162.50	\$ 13,000.00
D. Kim	8	\$	175.00	\$ 1,400.00
W. Whiteaker	8	\$	140.00	\$ 1,120.00
J. Bailey	40	\$	95.00	\$ 3,800.00
Senior GIS Analyst	5	\$	125.00	\$ 625.00
GIS Analyst	8	\$	80.00	\$ 640.00
R. McCourt	4	\$	210.00	\$ 840.00
D. Pascua	8	\$	175.00	\$ 1,400.00
N. Sharma	20	\$	85.00	\$ 1,700.00
TOTAL LABOR	181			\$ 24,525.00

TOTAL TASK 5 PRICE (Labor)

\$ 24,525.00



Task 6 Present Draft Alternatives to Focus Groups

FIRM AND LOCATION

May 20, 2008

Diversified Transportation Solutions 15519 S. Lorella Avenue Gardena, CA 90248

PROJECT AND LOCATION

Los Angeles County Department of Public Works 900 S. Fremont Avenue Alhambra, CA 91803

NAME	HOURS		RATE	TOTAL
R. Goldman	10	\$	162.50	\$ 1,625.00
D. Kim	8	\$	175.00	\$ 1,400.00
D. Pascua	2	\$	175.00	\$ 350.00
N. Sharma	4	\$	85.00	\$ 340.00
TOTAL LABOR	24	-		\$ 3,715.00

TOTAL TASK 6 PRICE (Labor)

\$ 3,715.00



Task 7 Transit Fleet Environmental Justice

FIRM AND LOCATION

Diversified Transportation Solutions 15519 S. Lorella Avenue Gardena, CA 90248

PROJECT AND LOCATION

Los Angeles County Department of Public Works 900 S. Fremont Avenue Alhambra, CA 91803

NAME	HOURS	RATE	TOTAL
R. Goldman	20	\$ 162.50	\$ 3,250.00
D. Kim	8	\$ 175.00	\$ 1,400.00
W. Whiteaker	8	\$ 140.00	\$ 1,120.00
J. Bailey	32	\$ 95.00	\$ 3,040.00
GIS Analyst	5	\$ 80.00	\$ 400.00
TOTAL LABOR	73		\$ 9,210.00

TOTAL TASK 7 PRICE (Labor)

\$ 9,210.00



Task 8 Draft Final Report and Peer Review

FIRM AND LOCATION

Diversified Transportation Solutions 15519 S. Lorella Avenue Gardena, CA 90248

PROJECT AND LOCATION

Los Angeles County Department of Public Works 900 S. Fremont Avenue Alhambra, CA 91803

NAME	HOURS	RATE	TOTAL
R. Goldman	50	\$ 162.50	\$ 8,125.00
D. Kim	8	\$ 175.00	\$ 1,400.00
W. Whiteaker	8	\$ 140.00	\$ 1,120.00
J. Bailey	16	\$ 95.00	\$ 1,520.00
R. McCourt	2	\$ 210.00	\$ 420.00
D. Pascua	4	\$ 175.00	\$ 700.00
N. Sharma	2	\$ 85.00	\$ 170.00
TOTAL LABOR	90		\$ 13,455,00

TOTAL TASK 8 PRICE (Labor)

\$ 13,455.00



Task 9 Final Report

FIRM AND LOCATION

Diversified Transportation Solutions 15519 S. Lorella Avenue Gardena, CA 90248

PROJECT AND LOCATION

Los Angeles County Department of Public Works 900 S. Fremont Avenue Alhambra, CA 91803

NAME	HOURS	RATE	TOTAL
R. Goldman	32	\$ 162.50	\$ 5,200.00
D. Kim	8	\$ 175.00	\$ 1,400.00
J. Bailey	16	\$ 95.00	\$ 1,520.00
D. Pascua	2	\$ 175.00	\$ 350.00
N. Sharma	2	\$ 85.00	\$ 170.00
TOTAL LABOR	60		\$ 8,640.00

TOTAL TASK 9 PRICE (Labor)

\$ 8,640.00